



## *AOT in Action*

### **TOURISM WORKS FOR ARIZONA!**

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

#### **A Message from the Director:**

Good morning.

Cactus League Spring Training has “hit” Arizona! The *Arizona Republic* reported that an estimated 550,000 fans have already enjoyed many of the baseball games held across the valley... and we’re only half way through the season! With Spring Break approaching, I’m sure many more spring training fans will come out to see their favorite teams get ready for the upcoming baseball season.

The Cactus League Spring Training games are such a great tourism asset. As we learned from the results of Cactus League Attendee Tracking and Expenditure Impact survey that was conducted last year, more than one million spring training fans spent more than \$300,000,000 throughout the Grand Canyon state in 2007. The survey also revealed 57 percent of spring training attendees came to Arizona from another state or country, and more than half of these out-of-state visitors indicated that coming to a spring training game was their primary reason for visiting Arizona.

With additional Major League Baseball teams joining the Cactus League Spring Training organization, we can be sure these numbers are going to increase and have a tremendous economic benefit that will resonate throughout Arizona.

See you in the stands!

Have a great week.

Margie A. Emmermann  
Director  
Arizona Office of Tourism

## AOT News Flash

### Calling all 2008 Summer Events and 2009 Major Events

The Arizona Office of Tourism is publishing a summer calendar of events to encourage Arizonans to visit attractions in their home state. The calendar will include events that take place between Memorial Day and Labor Day across the state. Please make sure that all summer event information submitted is accurate and updated. If you find your information on [www.Arizonaguide.com](http://www.Arizonaguide.com) you will not need to resend the information.

**Deadline for submission of 2008 summer events is March 31, 2008.** Please note that due to the number of events that take place each summer, we will not be able to include every event within the printed summer calendar. However, all events submitted will be included in the online calendar at [www.Arizonaguide.com](http://www.Arizonaguide.com).

To submit items, please e-mail Marjorie Magnusson at [mmagnusson@azot.gov](mailto:mmagnusson@azot.gov).

### SAVE the DATE: ATU Workshop – How to Work with Tour Operators and Travel Agents

AOT is proud to present Arizona Tourism University's complimentary workshop **How to Work with Tour Operators and Travel Agents**.

Have you thought about working with tour operators, but you don't know where to start? Perhaps you've considered it, but don't think it fits in your budget. Attend the next ATU Workshop and "Learn How to Work with Tour Operators and Travel Agents." In addition to covering the domestic market, we'll discuss the international markets AOT targets and which ones make sense for you. Learn no-cost and low-cost ways to reach out to the travel trade without breaking the bank. Find out what a receptive operator is and how to work with them. Hear about changes in the travel trade that will affect how you do business in the future, such as consolidation, dynamic packaging and experience-based tours.

Register now by contacting Meghan Dorn at 602-364-3708 or [mdorn@azot.gov](mailto:mdorn@azot.gov).

**How to Work with Tour Operators and Travel Agents** will be held in the following locations:

April 1, 2008 – Sedona

April 3, 2008 – Sierra Vista

*Specific time and location information to follow.*

## Trippin' with AOT

### Arizona Reaches Avid Canadian Golfers

AOT recently touted its golf wares at two Canadian golf and travel shows. The Vancouver Golf Show was held February 16 and 17 in conjunction with the Outdoor Adventure Show and attracts more than 20,000 golf enthusiasts. The Toronto Golf & Travel Show, held February 29 to March

2, is the largest golf show in Canada and attracts more than 30,000 golf enthusiasts. Both shows offer attendees the opportunity to see the latest in golf equipment and gear, attend clinics to improve their game, pick up the latest retail deals as well as talk to golf destinations and travel companies about their next golf vacation. In Vancouver, the travel interest to the U.S. was focused on the Southwest. Arizona, Nevada and St. George, Utah were the only U.S. destinations exhibiting at this show. Sharing the exhibit in Vancouver with Arizona was the Mesa CVB, the Yuma CVB, Sheraton Wild Horse Pass and Ultimate Golf Vacations out of Ontario. In Toronto more destinations were able to exhibit at this show including Florida, the Carolinas, Virginia, Mexico and Bermuda as well as Canadian golf destinations. The only other western U.S. destination was New Mexico. Co-exhibitors in Toronto were the Yuma CVB and Resort Suites in Scottsdale.

At both shows, Arizona distributed golf guides and literature as well as special packages from our co-exhibitors. Our exhibitors answered many questions regarding places to visit and things to do in addition to playing golf, including weather information and what can the kids do while mom and dad play a round. Many of the attendees who stopped by the exhibit had either just been to Arizona, were about to depart for Arizona or were currently planning their trip to Arizona. There was also a fair amount from the Toronto show who were looking for an alternative to Florida and Myrtle Beach for their golf vacation. Though the attendance is largely male at these shows, there are many couples wanting to travel together or in couple's groups and many had their children there for the kid's golf clinics – future Arizona enthusiasts! For more information on these shows, please contact Jennifer Sutcliffe at 602-364-3693 or [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov).

### **Reach the Mexican Market at the 2<sup>nd</sup> Annual Arizona Road Show**

AOT will target Mexican tour operators and travel agents at the 2<sup>nd</sup> Annual Arizona Road Show to be held in Mexico City and Guadalajara from May 5-9, 2008. The Road Show will highlight destination seminars for travel agents in Mexico City and Guadalajara, tour operator sales calls in Mexico City and a tour operator dinner in Guadalajara. Registration cost is \$1,995 per delegate and includes two nights accommodation in Mexico City and two nights accommodation in Guadalajara. For more information please contact Loretta Belonio at [lbelonio@azot.gov](mailto:lbelonio@azot.gov) or 602-364-3725.

### **AOT Hosts 9<sup>th</sup> Annual Sales Mission in Las Vegas**

The Arizona Office of Tourism along with other western states will be hosting the 9<sup>th</sup> Annual sales mission to meet with Japanese receptive operators in the Las Vegas area. These Las Vegas-based operators are important as they make and influence decisions for the tour companies they work for in Japan. The sales mission will take place on Saturday, April 19<sup>th</sup> and will be followed by a Golf Tournament. Participation costs are \$300 per supplier and \$350 per DMO. For more information please contact Osamu Hoshino at [ohoshino@comcast.net](mailto:ohoshino@comcast.net) or 801-266-3345.

### **Reach the Mexican Market at ARLAG**

Each year the Airline Representatives Association of Guadalajara (ARLAG) coordinates a trade show for Mexican travel agents and travel suppliers. This well organized event is interesting because it not only attracts travel agents from Guadalajara and neighboring cities, but also travel agents from throughout Mexico. ARLAG will be held May 16, 2008 and brochure distribution will be available through the Arizona Office of Tourism at a cost of \$200, plus shipping. Space is limited to four companies. Please contact Kristy Swanson for more information, [kswanson@azot.gov](mailto:kswanson@azot.gov) or 602-364-3696.

## Industry News

### Spring Breakers Reminded About Need for Documentation

U.S. Customs and Border Protection is reminding travelers planning spring break trips to Canada, Mexico, Bermuda or the Caribbean to make sure they have the proper documents. All travelers, including U.S. and Canadian citizens, are now required to present proof of citizenship and identity to enter the U.S. at land and sea ports of entry. This can include a passport, trusted traveler program card like NEXUS or SENTRI, or a birth certificate with a driver's license. Travelers 18 and under can present just a birth certificate. (See more on spring break travel in Weekend Papers below.) ([www.ModernAgent.com](http://www.ModernAgent.com))

### U.S. Sets Record for International Visitors and Visitor Spending

The Commerce Department said Monday that the U.S. attracted a record 56.7 million international visitors last year, adding that visitor spending rose 14 percent to \$122.7 billion, also a record. Briefing reporters on the new data, Commerce Secretary Carlos Gutierrez said visitors spent more in the U.S. than American travelers spent abroad, doubling the surplus to \$17.8 billion. He said tourism now accounts for 8 percent of the U.S. exports and 26 percent of service-industry exports, and is the U.S. economy's largest service export. Gutierrez said growth in arrivals was strong both for adjacent markets of Canada and Mexico and for overseas markets, many of which set records with double-digit growth over 2006.

Addressing industry concerns that the U.S. market share of overseas visitors is slipping, Gutierrez said that the 14 percent growth in expenditures is on a par with visitor spending elsewhere in the world. He said the position of the U.S. is not unique because "eight of the top 10 destinations have lost market share" because of the growth of emerging destinations. The record 56.7 million international arrivals last year represents an 11 percent increase over 2006 and surpasses the 2000 record year of 51.2 million visitors. Overseas arrivals, excluding Canada and Mexico, totaled 23.9 million, up 10 percent for the year. However, overseas visitation levels were still below the record year of 2000 by 8 percent. (*Special to TA:* [www.TravelWeekly.com](http://www.TravelWeekly.com), 3/10; [www.ModernAgent.com](http://www.ModernAgent.com))

### Record Passengers In 2007

U.S. airlines carried a record number of passengers in 2007 on mostly full planes, according to government data. The airlines, which had the second-worst year ever for flight delays, carried 769.4 million domestic and international passengers in 2007, a 3.3 percent increase from the previous year, the Bureau of Transportation Statistics, part of the Transportation Department, said. (*Page D2, Washington Post*)